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(54) Title: E-COMMERCE TELEVISION

(57) Abstract

A system and method for providing automated television shopping performs automatic telephone dialing for product purchase. Auxiliary information communicated with the television programming provides a user selectable icon or area that corresponds to an item, product or service to be purchased. The icon may be a part of or constitute an advertisement that is divorced from the television programming or may be associated with the television programming. Selection of the icon by the user via a control system begins the ordering process by establishing a back channel connection from the television to a dedicated call center modem/computer preferably by a modem in the television. User data previously stored by the television may be initially communicated to the call center computer. The user is signaled via an on-screen display message to speak with the live agent once the live agent is available to complete the transaction while the television drops the connection to allow the user and agent to continue with minimal interchange.

